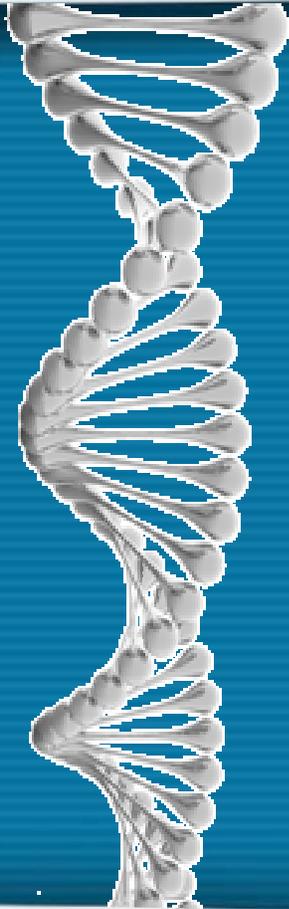


CLOUDMARK

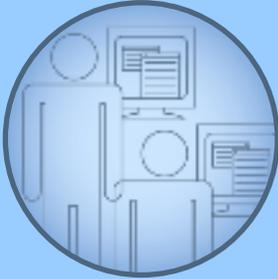
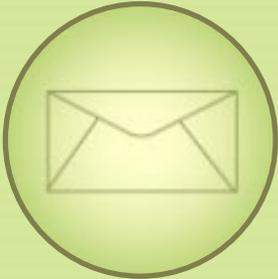
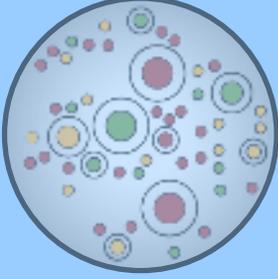


Implementing Authentication in Anti-spam and Anti-fraud products

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Cloudmark's products integration

<p>Desktop</p>  <p>SafetyBar</p> <ul style="list-style-type: none">• Over 1 million• Proven 98%+ effective, zero FP's	<p>Exchange Server</p>  <p>Exchange Edition</p> <ul style="list-style-type: none">• Instant protection• Maintenance-free• Leverages SpamNet
<p>Cloudmark Rating</p>  <p>Rating</p> <ul style="list-style-type: none">• Reputation• Legitimate email• Brand	<p>Gateway</p>  <p>Immunity</p> <ul style="list-style-type: none">• Email Genetic Map (EGM)• Adaptive Learning

SafetyBar and Authentication Integration

- UI issues
- Spoofing issues
 - Reputation
- Allow all authenticated email or give user choice?

Authenticated Sender

The screenshot shows the Microsoft Outlook interface. The main window displays an email titled "ABC Nesletter Monthly" from "ABC Company". A "Cloudmark Rating" dialog box is open in the foreground, providing details about the sender's authentication and spam-free status.

Cloudmark Rating

CLOUDMARK SPAM-FREE GUARANTEE

ABC Inc.
Cloudmark Rated spam-free email sender

Email Information

Organization Name: ABC Inc.

Newsletter / List Name: ABC Newsletter Monthly

Cloudmark Rating ensures delivery of legitimate newsletters and mailing lists. Good senders are automatically rated. This rating is intended to develop the best marketing communication possible in today's spam-filled world.

close

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Integrating Authentication and Cloudmark Rating

- Reputation system for legitimate senders of email
- Extend to support SPF/Sender-ID
- Leverage same DNS based architecture of SPF/Sender-ID
- Check authentication and reputation
 - Rating, Confidence and Status

Integrating Authentication into Immunity

- Gateway challenges
 - Drop messages or tag
 - Only allow authenticated?
 - Override spam/fraud decision?
- Integration with per user preferences
 - User vs. corporate policy vs. sender

Conclusion

- Authentication is a valuable part of an overall email defense system
- Reputation is key
- Protecting employees and consumers rights is a must
- Real world testing and deployments underway